

# New Order

<b>Agency:</b> Crossroads Media LLC	<b>Station:</b> WJLA-TV	<b>Flight Start:</b> 08/15/2012
<b>Office:</b> Alexandria	<b>Order Type:</b> Normal	<b>Flight End:</b> 08/21/2012
<b>Client:</b> 12 - CrossroadsGPS	<b>Cancel Date:</b>	<b>Hiatus:</b>
<b>Product:</b> 11 - Crossroads GPS	<b>Billing Cycle:</b> Monthly	
<b>Piggyback Product:</b>	<b>Billing Calendar:</b> Broadcast	
<b>Estimate:</b> 884 - GPS VA TV 8.15-8.21.12	<b>Received in ePort:</b> 8/6/2012 11:59:27 AM	

<b>Primary Demo:</b> A35+	<b>Local/National:</b> Local	<b>Airtime Dollars:</b> \$144,800.00
<b>Demo 2:</b>	<b>Rep Office:</b> WJLA-TV	<b>Interactive Dollars:</b> \$0.00
<b>Demo 3:</b>	<b>AE:</b> Barbara Monares	<b>Non-Airtime Dollars:</b> \$0.00
<b>GRP:</b> 173.70	<b>Phone:</b>	<b>Total Dollars:</b> \$144,800.00
<b>CPP:</b> \$833.62	<b>OrderID:</b> 2238836	<b>Total Spots:</b> 90
<b>GIMP:</b> 0	<b>Status:</b> New	
<b>CPM:</b> \$0.00		
<b>Comments:</b> Separation: 30		

**MarketShare:**

## Daily Airtime Lines

Line No	Daypart (Program)	DPT	Code	Rate	C/T	Len	8/15	8/16	8/17	8/18	8/19	8/20	8/21	A35+			
														Total Spots	Rtg	CPP	Imp CPM
1	WThFMTu 5A-6A GOOD-WASH 5.00A	RT		\$400.00	C	30	1	1	1	0	0	1	1	5	0.70	\$571.43	0 \$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
2	WThFMTu 6A-7A GOOD-WASH 600A	EM		\$600.00	C	30	1	1	1	0	0	1	1	5	1.00	\$600.00	0 \$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
3	WThFMTu 7A-9A GD MRN AMR-ABC	EM		\$1,200.00	C	30	2	2	2	0	0	2	2	10	1.60	\$750.00	0 \$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
4	WThFMTu 4:30A-5A GOOD-WASH 430A<	RT		\$200.00	C	30	1	1	1	0	0	1	1	5	0.50	\$400.00	0 \$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
5	Su 8A-9A GD MRN-SUN-ABC	RT		\$550.00	C	30	0	0	0	0	1	0	0	1	0.80	\$687.50	0 \$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
6	Su 9A-9:30A INSD WASHNGTN	RT		\$750.00	C	30	0	0	0	0	1	0	0	1	0.50	\$1,500.00	0 \$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
7	WThFMTu 9A-10A REGIS&KELLY	DT		\$750.00	C	30	1	1	1	0	0	1	1	5	1.60	\$468.75	0 \$0.00

# New Order (Page 2)

<b>Agency:</b> Crossroads Media LLC	<b>Station:</b> WJLA-TV	<b>Order ID:</b> 2238836
<b>Client:</b> 12 - CrossroadsGPS	<b>Product:</b> 11 - Crossroads GPS	<b>Estimate:</b> 884 - GPS VA TV 8.15-8.21.12
<b>Flight Start:</b> 08/15/2012	<b>Flight End:</b> 08/21/2012	<b>Received in ePort:</b> 8/6/2012 11:59:27 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/15	8/16	8/17	8/18	8/19	8/20	8/21	Total				
													Spots	Rtg	CPP	A35+ Imp	CPM
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
8	WThFMTu 11A-12P VIEW-ABC	DT	\$1,100.00	C	30	1	1	1	0	0	1	1	5	1.60	\$687.50	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
9	WThFMTu 12P-12:30P ABC7 NWS AT 12	DT	\$1,100.00	C	30	1	1	1	0	0	1	1	5	1.80	\$611.11	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
10	WThFMTu 12:30P-1P MILLIONAIRE	DT	\$800.00	C	30	1	1	1	0	0	1	1	5	1.20	\$666.67	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
11	WThFMTu 4P-5P ANDERSON<	EF	\$1,000.00	C	30	1	1	1	0	0	1	1	5	1.10	\$909.09	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
12	WThFMTu 5P-6P ABC7 NWS AT 5	EN	\$1,200.00	C	30	1	1	1	0	0	1	1	5	1.90	\$631.58	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
13	WThFMTu 6P-6:30P ABC7 NWS AT 6	EN	\$1,600.00	C	30	1	1	1	0	0	1	1	5	2.70	\$592.59	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
14	WThFMTu 6:57P-7P ABC-WORLD NWS	EN	\$5,000.00	C	30	1	1	1	0	0	1	1	5	3.90	\$1,282.05	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
15	Su 6:30P-7P ABC7 NW AT 630	EN	\$750.00	C	30	0	0	0	0	1	0	0	1	2.00	\$375.00	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
16	WThFMTu 7P-7:30P WHEEL-FORTNE	PA	\$3,500.00	C	30	1	1	1	0	0	1	1	5	3.50	\$1,000.00	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
17	WThFMTu 7:30P-8P JEOPARDY	PA	\$4,500.00	C	30	1	1	1	0	0	1	1	5	4.50	\$1,000.00	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
18	Sa 7P-7:30P wheel wknd	PA	\$1,500.00	C	30	0	0	0	1	0	0	0	1	2.30	\$652.17	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
19	Sa 7:30P-8P JEOPARDY-WKND	PA	\$1,500.00	C	30	0	0	0	1	0	0	0	1	2.10	\$714.29	0	\$0.00

# New Order (Page 3)

Agency: Crossroads Media LLC		Station: WJLA-TV		Order ID: 2238836													
Client: 12 - CrossroadsGPS		Product: 11 - Crossroads GPS		Estimate: 884 - GPS VA TV 8.15-8.21.12													
Flight Start: 08/15/2012		Flight End: 08/21/2012		Received in ePort: 8/6/2012 11:59:27 AM													
Line	Daypart	DPT											Total	A35+			
No	(Program)	Code	Rate	C/T	Len	8/15	8/16	8/17	8/18	8/19	8/20	8/21	Spots	Rtg	CPP	Imp	CPM
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
20	WThFMTu 11P-11:35P	LN	\$2,600.00	C	30	1	1	1	0	0	1	1	5	2.60	\$1,000.00	0	\$0.00
ABC7 NWS AT 11<																	
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
21	WThFMTu 11:35P-12:05A	LF	\$1,200.00	C	30	1	1	1	0	0	1	1	5	1.40	\$857.14	0	\$0.00
NIGHTLINE																	
LPFeb/2012LP adj. LPJul/2011OVP (pav)																	
Total Spots:						17	17	17	2	3	17	17	90				
Total GRP:						33.2	33.2	33.2	4.4	3.3	33.2	33.2	173.7				
Cash\$ - Spots: \$144,800.00 - 90						Trade\$ - Spots: \$0.00 - 0						Total Cost: \$144,800.00					
												Total CPP/CMP: \$833.62					